

組織只有10人跟有100人的差別是什麼？有
Business
Next 數位時代
www.bnext.com.tw

管理困境能舉例，以及你們如何試錯、解決？

How Micepad helped Business Next (TW) increase audience engagement



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Case Study

Business Next

The Client



Founded in 1999, Business Next(BN) is the longest-running media organisation in Greater China, with a focus on the world's tech and finance. Employing some of Taiwan's finest contemporary writers, editors, creative marketing professionals and media producers, BN follows where Taiwan's "beat" goes - to places of creativity, innovation and entrepreneurialism.

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BN & Micepad

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BN & Micepad

With 500+ attendees, this yearly event invites internationally successful entrepreneurs, venture capital representatives, and other field experts to share advice and experience.

This was a particularly exciting event, as Micepad has just updated itself to the brand new v.8 model, with new features, tracking and data analytics. Upgrades had been done to the interactive features as well, in particular the polling, Q&A and word cloud functions.



Case Study

Business Next

The Results



The event was yet another success for Business Next and Micepad, with BN being especially impressed with the new data tracking and word cloud functions.

“

*Micepad has outdone itself yet again.
We had [previously] asked for more data
reporting and a better word cloud
projector and they really did make it
happen.*

”



Isaac Yong,
Senior Community Planning Manager

**Want to take your event to the
next level too?**

Let Micepad show you how

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